



SOHU BOX

TRANSFORM BOLDLY





Africa is Our Business: We do not view Africa as an expansion market; Africa is our baseline and our sole reason for being.



We are a specialised **Human and Social Development Consultancy** deploying technology and engagement solutions to inspire Africa's growth and transformation in **Anglophone, Francophone and Lusophone Africa.**



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About Sohubox

Our Story
SohuBox Life
Practice
Personality and Positioning



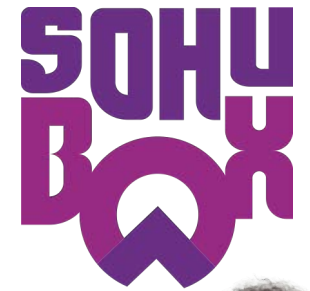
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Our Story

'Sohu' is derived from the words '**social and human**' our raison d'être. We exist to deploy insight-informed and innovation-driven solutions to Africa's most complex social and human engagement challenges today.

At Sohobox, we believe that everything speaks. **We exist to bridge the gap between institutional intent and high-velocity community action** through technology-driven human engagement.

In a global digital and knowledge economy, **we support clients to reimagine social and human engagements**, strive for authentic meaning, sense shifts more quickly, prepare for multiple scenarios, and deploy appropriate interventions and build solid and convertible stakeholder relations management capital.



Our Practice

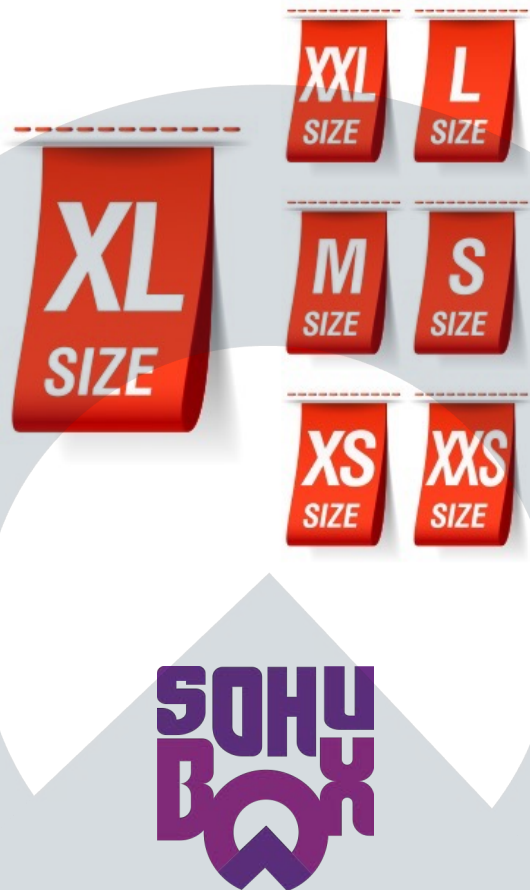
We are quintessentially, technology-driven human and social development partner to discerning organisations and initiatives. We operate at the intersection of cultural agility, advanced systems optimisation, institutional change, and direct stakeholder mobilisation across Anglophone, Francophone, and Lusophone Africa.

We are charting new trajectories and deploying full scale capabilities in
INSPIRATION: Organisational Strategy, Development and Transformation;
INFLUENCE: Influence Strategy, Innovation and Reputation Management;
INNOVATION: Technology & System Ecosystems; and
INSIGHTS: Advanced Insights Building & Applied Analytics.
INVESTMENT: Financial Resourcing, Capital Mobilization & Growth

At the heart of what we do is our unique ability to elevate Africa's engagement with itself and the world.

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INSPIRATION:

Organizational Strategy, Development and Transformation

- **Project Design and Structural Management:** Conceptualizing and executing scalable development architectures aligned with localized compliance and international donor benchmarks.
- **Strategy Development and Implementation:** Designing end-to-end strategic roadmaps that convert institutional vision into high-impact field operations.
- **Monitoring, Evaluation and Learning (MEL):** Implementing rigorous, data-driven impact-tracking rubrics to measure structural outcomes and optimize resource allocation.
- **Knowledge Management Systems:** Architecting internal learning pipelines and knowledge networks to preserve and scale organizational intellect across cross-border teams.
- **Organizational Development and Culture Change:** Transforming legacy structural designs, alignment, and governance matrices to foster innovation, operational agility, and deep cultural alignment.



INFLUENCE:

Influence Strategy, Innovation and Reputation Management

- **Brand Strategy and Narrative Positioning:** Shaping the definitive storytelling frameworks, core positioning lines, and identity structures for organizations operating in complex African ecosystems.
- **Reputation Management and Narrative Protection:** Deploying proactive listening, stakeholder mapping, and strategic communications to protect brand trust against political, environmental, or operational volatility.
- **Brand Innovation and Execution:** Integrating emerging platforms, interactive design, and creative media formats to ensure corporate narratives stand out in a crowded digital economy.
- **Public Education, Behavior, and Social Change Initiatives:** Designing behavior-change communication architectures that mobilize public sentiment, shift cultural defaults, and build long-term community trust.
- **Issue Management, Lobbying, and Public Policy Advocacy:** Translating dense policy frameworks into persuasive socio-political dialogue to shape favorable regulatory and social conditions.



INNOVATION:

Technology & System Transformation

- **TechSense for Public Good:** Deploying adaptive, accessible technologies to address real-world community development friction points.
- **Digital Transformation and Systems Optimization:** Engineering custom programmatic systems and cloud environments to maximize operational efficiency and process optimization.
- **Full-Stack Application Infrastructure:** Designing, testing, and launching mobile and web applications optimized for limited-bandwidth environments.
- **Digital Strategy Formulation:** Transforming legacy operational workflows into modern, technology-enabled asset pipelines.





INSIGHTS:

Advanced Insights & Applied Analytics

- **360-Degree Insight Synthesis:** Developing continuous feedback loops to ensure organizational vision matches shifting community trends.
- **Data Architecture and Governance Systems:** Creating rigorous frameworks to preserve data accuracy, institutional compliance, and multi-institutional interoperability.
- **Big Data, Machine Learning, and Research Pathways:** Processing huge quantities of unstructured data to forecast long-term sociopolitical and consumer behaviors.
- **Applied Artificial Intelligence (AI) and Internet of Things (IoT):** Integrating smart network monitoring devices with localized AI engines to track program metrics in real time.





INVESTMENT:

Financial Resourcing, Capital Mobilization & Growth

- **Financial Strategy and Resourcing:** Designing comprehensive fiscal roadmaps and capital deployment frameworks that align organizational cash flows with long-term strategic transformation goals.
- **Capital Mobilisation and Compliance:** Structuring innovative funding pipelines and cross-border investment mechanisms that satisfy localization benchmarks and international compliance standards.
- **Growth - Programmatic Scaling & Digital MEAL (Monitoring, Evaluation, Audit and Learning):** Translating baseline field pilots into expansive, multi-market deployment strategies optimized for diverse operational and economic ecosystems.

Architecting automated, cloud-based oversight dashboards that turn performance analytics into real-time operational audits and dynamic institutional learning pipelines.

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Our Personality



Transformative

Creating Connections
Certainty & Impact
Here to There
Building Blocks

Bold

Big Ideas
Sincere & Forthright
Differentiated
Trend Setting

Integrity

Relatable
Quintessential
Courage & Strength to do
Modelling

Curious

Intellectual Openness
Creativity & Novelty
Best Practice
Iterative Processing

Pragmatic

Distinctly Inspired
Ease-of-use & Dependable
Sticking to the Basics
Street Smart

Positioning

**The authentic, knowledgeable,
and trusted social and human
development, engagement, and
technology partner that is boldly
transforming Africa.**



Our Frontier Paradigm

We are **wired to connect exactly where mutual interests, cultural traits, and lived experiences** converge

By unifying **structural organizational strategy and global positioning approaches with advanced data governance and creative, ground-level multi-media production**, we turn high-level development policy into a tangible, measurable reality.



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**We seek to connect
meaningfully with the
challenges facing Africa**



Governance

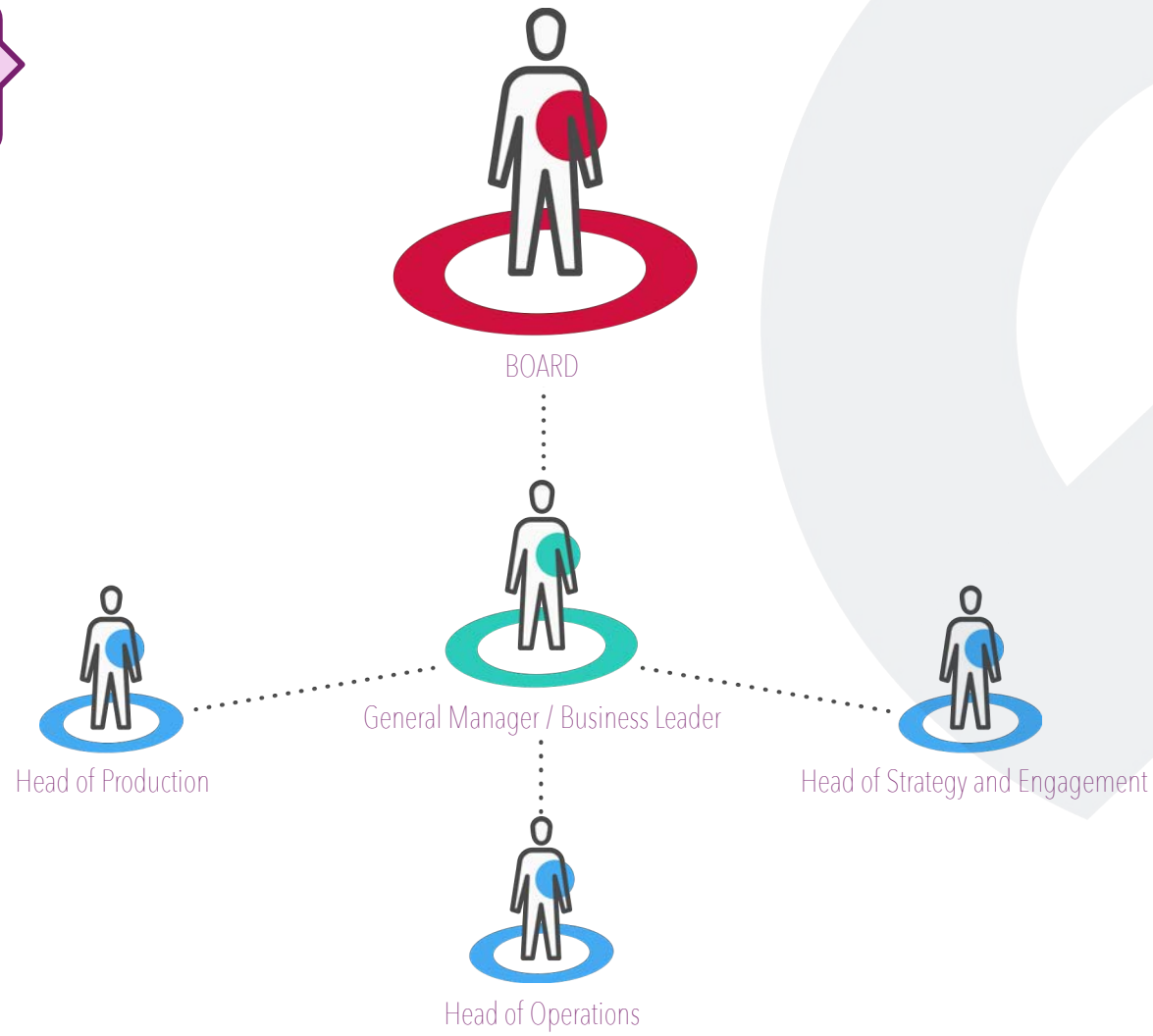
Leadership
Organizational Structure
Profiles



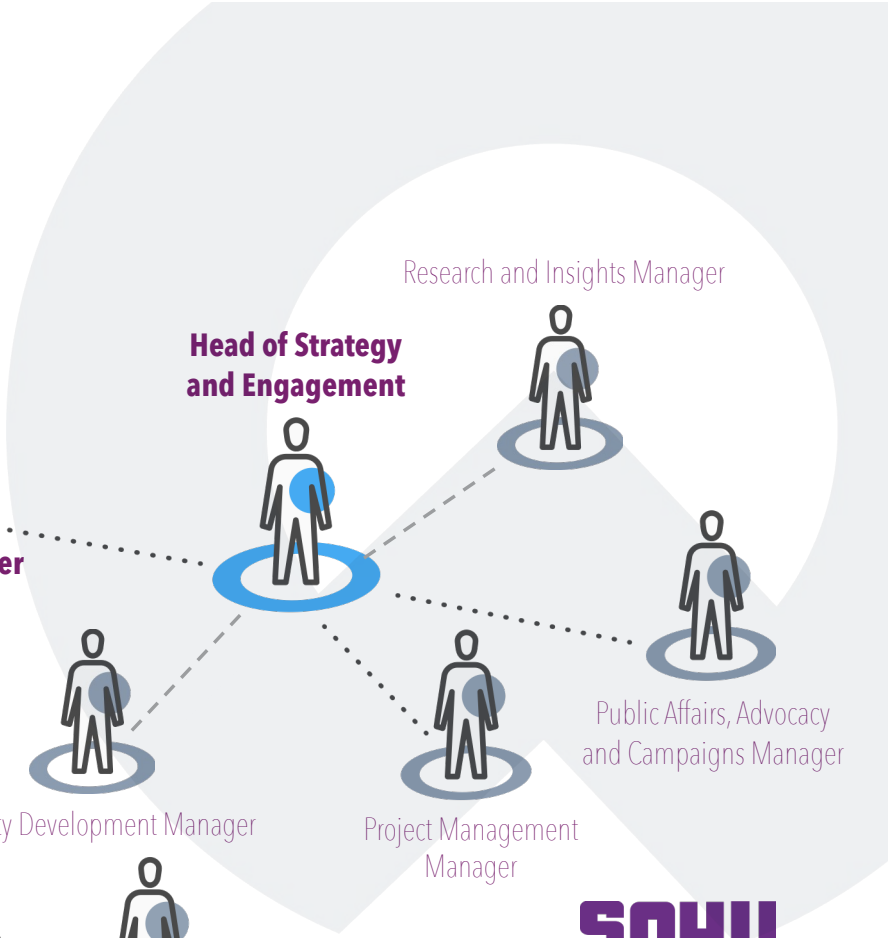
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Leadership



Organizational Structure



Profiles



David Maingi, FCIM, MCIPR.

Founder, CEO & Principal Partner



David Maingi, is an accomplished global development communications strategist with over 20 years of experience in senior international consultancy roles. He specializes in policy advocacy, strategic communications, technology-driven stakeholder engagement, resource mobilization, and reputation management across health, agriculture, environmental conservation, and socio-economic development sectors.

He has a proven record of designing and implementing scalable, technology-enabled engagement strategies and managing multi-million-dollar budgets while leading high-performing multidisciplinary teams to deliver sustainable, large-scale impact. He has partnered with major organizations including the African Development Bank, WWF International, and the Alliance for a Green Revolution in Africa (AGRA), leveraging extensive networks across governments, multilateral institutions, NGOs, and the private sector.

He is a Chartered Marketer and Fellow of the Chartered Institute of Marketing (CIM), UK, and a Chartered Practitioner and Member of the Chartered Institute of Public Relations (CIPR), UK. David holds a doctorate degree in Human and Social Development, and has attained advanced degrees in Public Policy and International Development, Business Administration, Integrated Marketing and Communication from the Universities of Leicester and Birmingham, UK.



Chris Genasi, FCIPR.

Senior Advisor / Partner



Chris brings 40 years of expertise in strategic communications and stakeholder engagement, advising multinational corporations, multilateral organizations, foundations, state aid bodies, and NGOs. Operating within the African and international development sectors, he excels at forging impactful partnerships that drive agendas and deliver tangible results. His senior-level collaborations span some of the world's foremost communicators and organizations, including Unilever, GE, Nestlé, Microsoft, GSK, Toyota, Rio Tinto, Visa, Mastercard, Barclays, UNEP, L'Oréal, The BMW Group, AGRA, The African Union - NEPAD, African Academy of Sciences, GAIN, CGIAR, Bill & Melinda Gates Foundation, The Nature Conservancy, Fairtrade Africa, AECF, and Gallup World Risk.

Chris has held senior leadership roles across the UK, Kenya, USA, Mongolia, and Abu Dhabi. His notable positions include Global Strategy Director and CEO Corporate at Weber Shandwick New York, Senior Director at APCO Worldwide, and senior roles at Ketchum and Porter Novelli. Recognized by PRWeek as one of the UK's most influential PR practitioners and internationally renowned, he is an Honorary Fellow and former President of the Chartered Institute of Public Relations. He authored key titles including **Winning Reputations: How to Be Your Own Spin Doctor** and **Creative Business**.

Chris has a proven record of building and expanding international communications consultancies. He led Grayling Kenya Limited as Managing Director and chaired Hudson Sandler Africa, establishing offices in Nairobi, Lagos, Johannesburg, and Casablanca. Earlier, he founded Eloqui Public Relations, later acquired by APCO Worldwide.



Kirstie Hepburn

Partner, Events and Conferencing



Kirstie Hepburn is a conference strategist and programme director with more than 25 years of experience designing and delivering high-level events for governments, multilateral institutions and international organisations around the world.

Her Africa portfolio is extensive. As Programme Director at the African Development Bank Group, she designed and managed the programme of the joint AfDB/World Bank/UN initiative Africa Energy Summit (Tanzania, 2025), the Africa Investment Forum (Morocco and Cote d'Ivoire editions), the Dakar 2 Summit on Food Sovereignty and Resilience (Senegal, 2023), and four editions of the AfDB Annual Meetings – from Accra to Nairobi. Previously, as Director of Programmes for Richard Attias and Associates, she was programme director for three editions of the New York Forum AFRICA and led the Global Entrepreneurship Summit in Marrakech, a joint White House and Moroccan government initiative. In addition to this, she was programme director for a number of New York Times conferences and three editions of Doha GOALS in Qatar.

An Oxford graduate (MA, Politics, Philosophy and Economics), Kirstie combines editorial precision from her previous work as a journalist and editor, with deep working knowledge of how Africa's leading institutions convene, communicate and deliver ground-breaking initiatives.



Simi Vijay,

Partner, Multimedia Production



Simi is an all round multimedia producer and digital strategist with 13+ years' experience driving content and campaigns for international development organisations. He excels in crafting insight-driven storytelling that advances social and human development across Africa and beyond. Skilled in creative multimedia production, editorial, and social media disciplines, Simi leads cross-functional teams and manages end-to-end project delivery, ensuring brand consistency and audience impact.

Proficient in Adobe Creative Suite, digital content development and analytics, he translates complex development topics into clear narratives that foster engagement and behaviour change.

Simi's collaborative leadership and cultural agility is building locally led, scalable impact. He is a qualified Electronics Engineer and holds a MTech degree in Information Technology from Texila American University.



Chara Tsitoura,

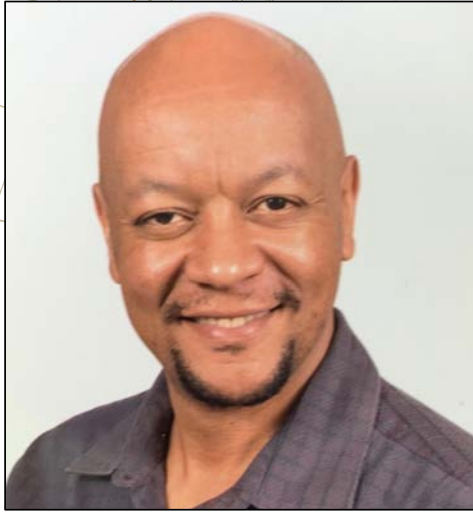
Partner, Policy, Campaigns & Advocacy



Chara Tsitoura is a communications strategist specializing in development communication, strategic awareness campaigns, advocacy, and 360-degree communications. She has worked with international institutions including the African Development Bank (Côte d'Ivoire) and the World Bank (Washington, D.C.), contributing to communication initiatives and awareness campaigns on financial sector reform, gender equality, social protection, internal communications and sustainable development. Her work focuses on translating complex development programs into narratives that connect institutions with citizens and stakeholders.

She previously served as Head of Operations and New Business at McCann Erickson for Southeastern Europe, leading major advertising and production campaigns and managing multinational corporate, banking, and government accounts across the region.

Chara is the Co-Founder of Afrilanthropy, where she works to strengthen philanthropic ecosystems in Africa and promote innovative social impact initiatives, including efforts advancing gender equality. Chara holds a BA in Social and Political Studies from Thames Valley University, London (UK), a degree in Communication and Marketing with New Technologies from the Economic and Business School of Athens, Greece, and a Master's degree in Artificial Intelligence and Technology from Rome Business School, Rome (Italy).



Richard Walker,

Partner, Brand Innovation & Strategy



Richard is a Strategist and Creative Technologist who works at the intersection of human needs, business problems, and the communication, experiences and technology that solve them.

His body of work spans over 25 years, characterised by deep empathy and understanding of the consumer and their needs, then helping businesses speak to that need through strategy, digital and creative execution and, where possible, product innovation.

He has experience in financial services, government & non-government, CPG, technology, and transport industries across East Africa.

He holds the CDME (Certified Digital Marketing Expert) designation from the Digital Marketing Institute, and is well-versed in various traditional and digital platforms, tools and technologies in the communication space.



Muthoni Njenga,

General Manager & Business Lead



Muthoni Njenga has over 15 years of experience designing and executing high-impact communications programmes across Kenya and the East and Horn of Africa region. An accomplished communications, media and donor engagement specialist, she has built a career spanning communication strategy development, message architecture, audience segmentation, multi-channel campaign delivery, donor visibility, and crisis communication across the humanitarian, migration, governance, health, and socio-economic development sectors.

She has a proven record of translating complex technical programmes into clear, persuasive narratives that strengthen visibility, partner confidence and public trust, while managing budgets and leading multidisciplinary teams to deliver results. Over the course of her career she has worked with major organizations including the United Nations (IOM and UNHCR), development partners, foundations and the private sector, building extensive networks across governments, multilateral institutions, and industry.

Muthoni is a member of the Public Relations Society of Kenya (PRSK) and holds a Higher Diploma in Global Sustainable Social Enterprise from Colorado State University and a Bachelor of Arts in Journalism from the United States International University (USIU) – Africa.

A woman with long, dark, curly hair and a man with a beard are smiling and holding a large white board. The board features the SohuBox logo, a stylized map of Southeast Asia, and the website address. The background is a bright yellow wall with a large, faint, stylized 'W' shape. The bottom of the image has a purple gradient bar.

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[SOHUBOX.COM](https://sohubox.com)